

NEW YORK CLOTHING HOUSE

307 to 311 SEVENTH STREET N.W. Bet. La. Ave. and D Street.

A Grand Fall Opening

Introduction of Our New Department for Women

Surpassing Exhibit of Correct Togs for Men

Tomorrow we ask your attention to the supreme effort of our mercantile career. For weeks we have been assembling the goods to complete this showing—for months prior to that the carpenters have been working to bring about the transformation.

The result is an up-to-date establishment, where a family purse will go a long ways toward securing quality. Our reputation as clothiers and gent's furnishers is unquestioned. Fair treatment for everyone—the best of styles, quality, and general excellence for the least money have won out. Your confidence has made us grow—and we mean to keep continually at it.

The same satisfying standard of merchandizing that we have always carried out in the men's department will be in effect in the section devoted to women's goods.

Every patron must be thoroughly satisfied or we will not be.

Close connections with one of the largest Eastern factories for the manufacture of women's Tailored Suits, Skirts, Coats and Waists will assure the range of prices here to be the lowest. We will secure our stocks direct from the maker—there will be no middleman's profit—the difference will come to you.

Come in and look around—you're just as welcome as if you bought. We want you to see for yourself and be convinced that what we're stating is absolutely true.

Below we give a list of Introductory specials—they hold good for one week only. The values are just as stated herein—we're out to gain a reputation as undersellers from the start.

HANDSOME SOUVENIR FREE TO EVERY LADY VISITOR TOMORROW

To every woman who visits our women's section tomorrow we will present a beautiful, artistic and attractive souvenir. There is absolutely no lettering of any kind on the token—we give it to you simply in order to attract you to the store that you may personally inspect the smart assemblage of tailored-wear.

A Challenge List of Introductory Specials for Tomorrow

NEWS FOR WOMEN

We're anxious that this department shall become instantly popular with the women who want to be dressed stylish, yet at the lowest possible figure. We're practically the local selling agents for a large factory, and in that connection can buy for less and obtain newest styles before most any other store in town. There's an air of distinctiveness about the entire display we've gathered for the Opening—they're not the general call of ready-to-wear garments—they're different in many senses. The best creative talent is employed to get the original style-models—the best of workmanship and materials is used to complete them.

The coats are lined with Skinner's Satin of elegant Taffeta—and all the skirts are cut in the new full pleated style.

At **\$16.85** At **\$18.85** At **\$10.85**
Worth \$25 Worth \$30 Worth \$15

We show a lot of Ladies' Lyonsville Cheviot Suits; hip jacket, neatly tailored; trimmed with velvet cuffs and collars; some plain tailor-made and stitched; all new full pleated skirts—not duplicated in Washington under \$25—Opening price, \$16.85.

Broadcloth Suits; neatly tailored hip jackets; skirts very full pleated models of the latest fall design; they are strictly man-tailored and excellently finished; worth thirty dollars everywhere—as a leader for Monday and next week only, \$18.85.

Ladies' Suits made of mannish mixed materials; they're the smart Prince Chap models; pleated skirts of the most fashionable pattern—regularly we'd ask fifteen dollars for them, and you'll not find them anywhere even at that price—special, \$10.85.

RAINCOATS

IN ALL THE LATEST AND BEST FALL TYPES

Strapped and box pleated backs, with velvet and soutache braid trimming—in all the leading shades for fall—two lots.

\$18 RAINCOATS, \$11.95 **\$15 RAINCOATS, \$9.95**

One very special lot of Tourist Coats, made of American Woolen Company's finest Covert Cloth; 48 inches long, taffeta lined; mannish sleeve, with turn-back cuff. They're the sort you expect to buy for \$25.00—Our special Opening price for one week..... **\$14.95**

EIGHT SPECIAL LOTS OF SKIRTS

The skirts are all designed in the newest approved fall fashions. All full pleated and self stitched, tailor made. All the leading shades, including blue, black, and brown:

\$6.50 Panama Skirts at.....\$4.95 **\$10.00 Cheviot Skirts at.....\$6.50**
\$6.50 Cheviot Skirts at.....\$4.95 **\$10.00 Broadcloth Skirts at \$6.50**
\$6.50 Broadcloth Skirts at \$4.95 **\$10.00 Voile Skirts at.....\$6.50**
\$10.00 Panama Skirts at.....\$6.50 **\$15.00 Voile Skirts at.....\$8.50**

SILK WAISTS AND NET WAISTS

NEWEST MODELS

\$10.00 and \$15.00 Qualities Tomorrow \$7.85

THREE LOTS OF GUARANTEED TAFFETA WAISTS
INTRODUCTORY PRICE . . **\$3.75 \$4.95 \$6.50**

REGULAR PRICE **\$5.00 \$7.50 \$10.00**

Ladies' Hip Length Covert Jackets—merceroized lining—worth \$5—a special with us at **\$2.45**

NEWS FOR MEN

Could we but illustrate the entire and complete series of suits and overcoats designed for fall service, as we have done with the four above, there would be little need to state that here is a collection of garments so big, so diversified, so well designed as to meet every man's mood and mind.

To comprehend the strength of our showing you must approach nearer to the subject, you must come here and see for yourself the monumental results achieved by this institution devoted solely to the making of men's clothes of the better class.

MEN'S SUITS AT
\$8.95 \$11.95 \$14.95

We know there is nothing unusual about the prices, for they are very ordinary figures and almost every clothier offers garments at these prices. The point that we wish to emphasize is that the garments we offer are not ordinary everyday \$8.95, \$11.95 and \$14.95 suits.

They are every bit as good in style, quality of materials and general finish as the average \$12.50, \$16.50, and \$22.50 value of the day.

The clothing we sell is made for us by manufacturers whose names are linked only with reliability—and that means correct styles, superior fabrics, and honest workmanship. Tomorrow we offer a limited quantity of men's single and double breasted sack suits in good fall models, in blue and black, chevrons, herringbone, velours, and fancy worsteds. Come and see them. You'll be surprised when you see how stylish and good they are.

Natty Prince Chap Overcoats, \$14.95

You Cannot Find Their Equal Under \$22.50

The Prince Chap is the smartest thing in overcoats—it's the hit of the swell shops of New York. We've an elegant showing of Gray Herringbones, also fancies and some blacks. Made with the side vents, body-fitting with silk velvet collar—We'll sell them regularly for \$22.50—Opening special, \$14.95.

TROUSERS

A complete variety of all the newest patterns in separate trousers. Designs to suit all tastes—peg-legged styles for snappy dressers, narrower ideas for more conservative men. You'll surely find some at prices considerably less than you generally pay for the same kinds.

SHOES

Our shoe department—now located in the rear of the men's clothing section, is offering some choice lots these days. Good, roomy, comfortable footwear—in reliable leathers and lasts at prices considerably less than you generally pay for the same kinds.

FURNISHINGS

Our Men's furnishing section is always apiece of the times. The latest ideas in shirts, cravats, linens, etc., are always exhibited here among the first. We can outfit you stylishly and comfortably at a saving enough to make it well worth while investigating.

MEN'S HATS

No matter what style you want or are accustomed to wearing, we have it in this special assortment. Hats that are fully guaranteed by us to keep their color and to wear well. Every block that is being worn this season. Derbys, Alpines, and Telescopes in Cedar, Gray, Steel, and Black. Either high or low crowns, bound or raw edge. **\$1.69**

A Men's Tailoring Department—The Latest Addition

We have opened a men's tailoring department and placed it under the guidance of a cutter of exceptional merit. If you prefer your clothing built to measure—come in and look over our stock of woollens, and see some of the work we're turning out.

THE CELEBRATED JANE HOPKINS SUITS FOR CHILDREN

Guaranteed Not to Rip—All Patterns, All Materials

The **\$4.50** Kinds Now **\$2.98** The **\$5.50** Kinds Now **\$3.98**

Clothing
for
Men

Clothing
for
Women

Clothing
for
Children

Furnish-
ings for
Men

Waists
for
Women

Hats for
Men and
Boys

Shoes for
Men and
Boys

Economy
for
Everybody